



**State of California**

# **1994 Annual Report**

California Division of Tourism  
(California Tourism)

California Technology, Trade & Commerce Agency  
*Lon S. Hatamiya, Secretary*

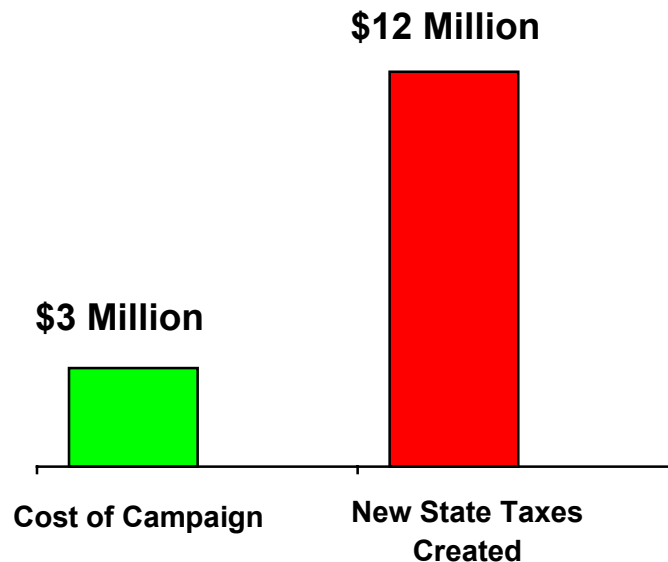
**March 1, 1995**

## California Division of Tourism 1994 Annual Report

### Return on Investment

- An analysis of CalTour's advertising campaign by San Francisco State University reported that CalTour's \$3 million campaign attracted 616,537 incremental visitors to California, generated \$314 million in new travel spending and created \$12 million in new tax revenues to the state General Fund. This is a return on investment of 100-to-one in increased travel spending and four-to-one in new tax revenues.
- A separate analysis of CalTour's fulfillment program established that for every dollar spent sending visitor information to travelers planning trips to California, the state receives \$2.10 in additional state taxes from travelers who decided to visit or to extend their stay because of having received the information.

### **CalTour Advertising Return on Investment**



## State of the Industry

- Travel spending increased 1.5% to \$53.6 billion.<sup>1</sup>
- Tourism employment increased 1.9% to 681,000 jobs.
- The State of California collected \$2 billion in taxes from travel spending, up 2.1%. Local communities collected \$1 billion in local taxes from travel spending, an increase of 1.7%.
- Travelers made 268 million person-trips in California, down 4.5%.
- 221 million person-trips inside California (82%) were taken by California residents, 37 million person-trips (14%) were taken by out-of-state residents, and 10 million person-trips (4%) were taken by international visitors.
- California continues to be the number one travel destination in the United States. Travel spending in California was 50% greater than in Florida, four times larger than in Nevada and seven times that in Hawaii.

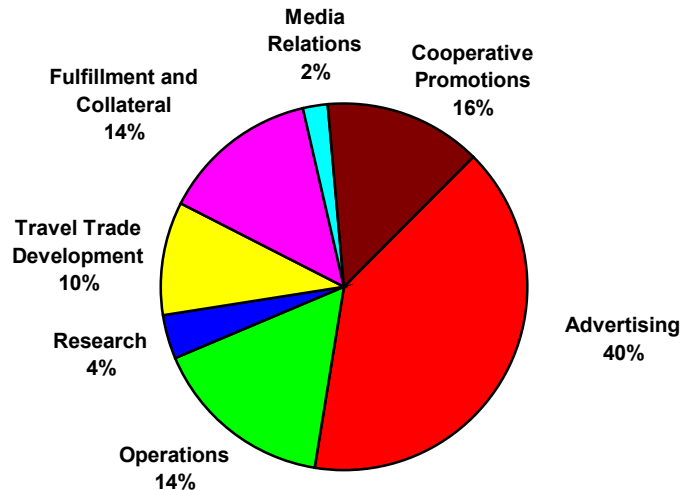
## Market Share

- Between 1989 and 1993, California experienced a 17% decline in share of U.S. leisure travelers.
- Had California maintained its 1989 market position, the state would have gained 22 million person-trips, \$3.7 billion in spending, \$140 million in state taxes, \$70 million in local taxes and 46,500 jobs each year since then.
- There are four principal reasons why California lost share of U.S. leisure travelers:
  1. increased competition from other states,
  2. insufficient marketing funds to keep California top-of-mind among consumers and the travel trade,
  3. the effect of highly publicized crimes and disasters on California's attractiveness as a travel destination, and
  4. California's inability to keep itself trendy in the minds of travelers.
- In 1993, California's share of travelers from Taiwan, Japan, Korea, and the Philippines grew. The state lost German, Italian, British, Spanish, and Hong Kong visitors to other states. The state's share of tourists from other countries remained unchanged.

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<sup>1</sup> During 1993, the latest year available, as reported in California Travel Impacts by County; California Trade and Commerce Agency, Division of Tourism; © 1995

### CalTour 1994 Program



### Research

- In response to industry needs, *the California Travel Barometer*, was inaugurated by CalTour. It provides California's travel industry and observers of the state's tourism economy with monthly figures on domestic and international visitation, highway travel, air arrivals, national park attendance, and currency rates.
- CalTour prepared and issued *California Travel Impacts by County*, its annual analysis of statewide tourism statistics on financial impact, jobs, state and local tax revenues, transient occupancy tax, and other indices, by county.
- *Campers in California; Travel Patterns and Economic Impacts*, a new study of the spending and travel behavior of people staying in public and private campgrounds, was issued. The study was a joint project of the California Division of Tourism, California Department of Parks and Recreation, the California Travel Parks Association, and the State Park Foundation. It was prepared by Dean Runyan Associates.
- Socioeconomic Research -- *Travel and Hospitality; Working for California*, an analysis of the tourism labor force prepared by Economic Research Associates for CalTour, revealed the vital contributions of the travel industry to women, minorities and youth.

- Program Evaluation Research -- A rigorous evaluation of CalTour's advertising campaign was conducted by Patrick Tierney, Ph.D. of San Francisco State University. Dr. Tierney surveyed more than 2,500 households and reported in his *1994 Pre-Post Advertising Study*, that the state's 1994 tourism advertising proved very effective in motivating travelers to visit California. In markets targeted most heavily by CalTour's television advertising, people who recalled seeing the ads were 27 percent more likely to visit California in 1995 than were people who were unaware of the ads. In distant markets, those who recalled the ads reported a 55 percent higher level of intent to visit California than those not seeing them.
- Fax Evaluation -- Surveys of people who received California travel tips by fax were conducted by Dr. Tierney and J. Walter Thompson Advertising.
- Domestic and International Market Research -- Reports on domestic and international visitors to California, part of CalTour's ongoing market research efforts, were updated and published.
- A new international market research study, *The Mexican Pleasure Market Study*, was initiated by CalTour and executed as a cooperative project involving the U.S. Travel and Tourism Administration, Statistics Canada, Sectur Mexico, and several U.S. states. The study revealed travel patterns and preferences of middle class and affluent Mexican residents deemed most likely to visit California. The study was accomplished by Angus Reid, Inc.
- *Canadian Air Travel to California* a breakout specific to California from a national study was prepared by CalTour.
- *Japanese Travel to California* was updated, similar to the Canadian study.
- *Research Insights*, a quarterly review of market research figures, findings and events, began appearing as a regular feature of CalTour's newsletter, *Insights*.
- CalTour's research manager and intern answered over 700 calls for travel and tourism statistical data and sent copies of published reports to an additional 600 requesters. CalTour's research office provided information to destination marketing organizations, local and national governments, news reporters, investors, tourism developers, economic development organizations, appraisers, loan officers, and marketers.

### Cooperative Marketing Support

- Leveraging the purchasing power of the state's \$7.5 million tourism budget, the Division of Tourism raised \$15 million in additional cooperative partner funds to promote travel to California. Cooperative funding was developed from private and other governmental sources in every major category of CalTour's program.

## Economic Development

- Following its successful effort in encouraging Lego to locate its north American theme park in Carlsbad, the Division of Tourism continued to be actively involved in economic development. During 1994, CalTour worked on aspects of over \$3.5 billion in new tourism capital expansions in California, representing a potential for 34,000 new jobs. Among the most active of these projects were: Disney's Westcot, Anaheim; Gold Rush City, Lathrop; U.S. Golf Association Museum and Library, Monterey; Crossroads Arts Academy and Visions Complex, Los Angeles; and the Native American Indian Cultural Center, El Toro.

## Issue Analysis and Management

- The California Division of Tourism provided analysis of numerous state and national tourism issues for the Governor, State Legislature and travel industry in 1994. Among them were: travel agent regulation, ticket seller regulation, currency exchange, state welcome centers, and cruise ship gambling.
- After the release of the Governor's Task Force on Tourism Funding report, CalTour assisted the California Trade and Commerce Agency (TCA), California Travel Industry and Senator Ken Maddy in drafting Senate Bill 1479, the California Tourism Marketing Act. Because TCA sponsored this bill, CalTour was extensively involved in attending legislative hearings and meeting with travel industry and legislative members regarding the bill and its impact.
- Traveler Safety and Security -- CalTour, with the Governor's Liaison to Law Enforcement and Public Safety, organized the Governor's Workshop on Tourism Security from which numerous recommendations and actions resulted.
- US/Mexico Border Governor's Conference Tourism Committee -- CalTour participates with the state tourism offices of the border states of Mexico and the United States to address common tourism issues and to promote tourism along the US/Mexico border.
- US/Japan Tourism Exchange -- CalTour participated in the formation of the US/Japan Tourism Exchange which is a joint U.S. and Japan effort to double the number of Japanese tourists visiting the U.S. by the end of this decade. CalTour was instrumental in writing action steps for the USTTA and U.S. travel destinations on Traveler Safety and Security.
- World Conference of Tourism Ministers -- CalTour participated in the first international conference of tourism ministers/directors and helped write the Osaka Declaration, an international statement on tourism development.
- White House Conference on Travel and Tourism -- CalTour planned the California meeting of the White House Conference on Travel and Tourism.

- California Conference on Tourism -- CalTour helped plan the annual California Conference on Tourism in cooperation with the California Travel Industry Association.
- California Tourism Awards -- CalTour initiated 15 awards for excellence in tourism, including awards for marketing activities, multicultural tourism, environmental programs and tourism educator. The California Tourism Hall of Fame was also expanded from six members to 130.
- Multicultural Tourism -- A new California Tourism Commission committee on multicultural tourism was established. In the first major project directed by the committee, CalTour is developing an infomercial depicting the friendly people and enhancing experiences to be discovered by visiting California's ethnic communities.
- Education Committee -- A new California Tourism Commission committee on tourism was established. CalTour participated in development of technical standards for secondary education tourism programs. It presented programs to visiting tourism high school classes. It lectured at several University of California and California State University hospitality management courses and it sought input from committee members in developing educational positions for the White House Conference on Travel and Tourism.
- California Sesquicentennial -- CalTour participated in early planning for the 150th anniversary of California's gold discovery to statehood. As the sole member of the California Gold Discovery to Statehood Sesquicentennial Commission, the Deputy Secretary for Tourism signed the documents establishing the California Sesquicentennial Foundation which will be the primary fundraising organization for the commemoration.

### Crisis Response

- The California Division of Tourism provided travel industry communications support in the wake of the Northridge earthquake, Japanese student killings, Malibu mud slides, German tourist killing and second Humboldt earthquake.
- CalTour with TCA sought Federal financial aid to affected communities and met with Department of Commerce officials in Washington, DC.
- Media Updates were sent by fax and news wire services to the travel media and to offices of the USTTA and California Trade and Commerce Agency international offices.
- Reassuring updates were distributed to 45,000 travel agencies throughout the U.S., following the Northridge earthquake.

- Members of the CalTour staff provided training for small businesses in Venice and Malibu affected by several of the disasters and participated on TCA response teams.

### Fulfillment and Collateral

- Visitor inquiries for travel information increased 69%. About 285,000 requests for information were filled by the State's fulfillment house with 110,000 requests resulting from CalTour's advertising campaign alone.
- In addition to consumer inquiries, CalTour sent 10,000 California visitor materials to international offices, 5,000 travel industry packages and 15,000 bulk orders to major visitor information centers.
- Two million copies of CalTour's new 46-page quarterly travel magazine, *Golden California*, were distributed to travelers entering the state through California's agricultural border stations. These magazines were underwritten by advertising.
- CalTour's annual Travel Planner's Guide was distributed to 66,000 professional travel agents, tour operators and meeting planners. These guides were paid for by advertising revenues.
- 300,000 copies of CalTour's annual Visitor's Guide were sent to travelers who were planning trips to California. The guide was funded through advertising.
- Some 1,000 California events were listed in the state's Special Events Calendar, 300,000 of these calendars were shipped to travelers considering California vacations. The calendars include special identification of ethnic festivals and events.
- A colorful set of 12 regional brochures was developed, one for each of California's tourism regions; 100,000 copies of each brochure were printed and are being distributed at travel shows. The brochures -- which feature California's scenic highways and include maps, highlights of each region, events and attractions -- were produced in cooperation with the California Department of Transportation, supplementing CalTour's budget with \$120,000 in Federal ISTEA funds.
- More than 300,000 visitor maps, custom-designed by Thomas Bros. Maps of Irvine, were distributed. Additionally, more than 300,000 copies of a California map provided at no cost by Sunset Magazine were used to fulfill bulk requests from visitor information centers.
- California Adventures & More -- CalTour developed a comprehensive guide to hard-to-find tourism activities and outdoor adventures, such as: disabled organizations, white water rafting, vacation home rentals, sporting events, Indian culture, technical tours, etc. These guides are distributed to tour operators seeking to add new and distinctive activities to their package programs.



### In-State/Rural Program

- Approximately half of the \$7.5 million budget was directed in support of promoting travel to lesser-known and under-utilized regions of California.
- Region-specific grants of \$10,000 were provided to the eight rural regions, to stimulate cooperative marketing by destinations marketing organizations within each region and thus stimulate overall consumer interest in these regions.
- *California Countryside Getaways*, a syndicated radio feature about rural California appeared on 36 radio stations across the state.
- Ski California -- By providing seed money for cooperative marketing, CalTour stimulated California's highly competitive ski areas to work together on national and international marketing activities and thereby raise consumer purchase of California winter vacations. This co-op program produced a 12-page color magazine on California skiing that was distributed to 200,000 skiers in Chicago, Dallas, New York and Los Angeles and to 200,000 readers of *Ski* and *Skiing* magazines outside California. A California ski show was organized and broadcast nationally on ESPN, reaching millions of viewers; the event attracted over 20,000 skiers and introduced 600 children to California skiing. California ski vacations were introduced to the UK through co-op promotions in the *London Daily Mail* and *Sunday Times* with Virgin Atlantic and Virgin Holidays. Press events promoting California winter vacations were held in London, New York and Los Angeles. Co-op advertising appeared in the UK and Australia. Since January 1, California ski bookings have been selling at a rate of 170 per day and to date, California ski packages are up 40%.
- A major regional arts promotion was conducted in cooperation with the California Arts Council to promote travel into the Central Valley. A second similar promotion will occur in the Gold Country in spring, '95.
- Consumer Shows -- CalTour distributed consumer travel information at three major in-state consumer travel shows: the Orange County Register Travel Show, Los Angeles Times Travel Show, and Sacramento Bee Travel Show. Admission to these shows is provided at no cost to rural tourism regions that wish to distribute their materials.
- American Bus Association -- CalTour was represented for the first time in many years at this important annual convention and trade show reaching motor coach owners and operators.
- American Airlines Fly AAWay Supermarket and Fun Jets Southwest -- CalTour provided California travel planning information to travel agents at these airline sponsored trade shows.

- CalTour served as liaison in a very successful pilot marketing project with IT Network/Pacific Bell in 1994. It organized statewide tourism information for placement in a new "California Tourism Guide" available by telephone. The information, linked to voice-response mechanism, appeared in Pacific Bell's SMART Yellow Pages, San Francisco edition, in August 1994. Because of its initial success, the tourism guide will be a component of other California editions, including San Diego, Sacramento and other important markets.
- California Welcome Centers -- During consideration of SB1983 in 1994, CalTour began investigating standards for California Welcome Centers. Then, CalTour assisted a public/private group in Kingsburg, California to establish the state's first Welcome Center. The center opens in February, 1995 within a month of the law taking effect. This sophisticated visitor information center was constructed and will operate without a cent of state funding.
- Internet -- CalTour began investigating placement of California visitor information on the internet.
- Electronic Information Kiosks -- CalTour researched placement of revenue-producing visitor information kiosks at state highway rest areas, in preparation for issuing an RFP for the kiosks.

### Domestic Program

- CalTour developed and placed on the air a new advertising campaign. The new ads reminded travelers of the four principal attractions of a California vacation: family fun, romance, recreation and natural beauty. CalTour was able to increase the amount of media purchased by 50% by shifting advertising to a new advertising agency with greater purchasing power. Measured results of the campaign were up markedly. Inquiries increased by 69% and independent research documented that California's ads were more effective than any other states in increasing awareness of California and interest in visiting California among people who saw the ads. A return on investment analysis established that the ad campaign stimulated \$312 million in additional travel spending in California and returned four dollars in new state taxes for every dollar spent advertising.
- CalTour's use of fax on demand technology to respond to visitor inquiries was judged the best use of non-traditional fulfillment in the United States by the Travel Industry Association of America and the National Council of State Travel Directors. The program provided travel planning tips by fax to visitors in advance of their receiving basic travel planning information. 16% of callers asked for this service.
- The Fun Spots -- Improved marketing and competitive pricing of the California Fun Spots consumer promotion resulted in a 150% increase in sales with Delta Airlines selling a record 9,000 California Fun Spots packages to American travelers. CalTour expanded the popular promotion internationally in 1994 with British Airways, selling

an additional 7,000 Fun Spots packages to British travelers. The Fun Spots promotion (created and managed by CalTour) provides free admission to California's top eight attractions to people who buy California vacation packages on Delta Airlines and British Airways. California attractions are reimbursed by the airlines for redeemed admission tickets. CalTour has secured American Airlines as an additional airline partner in the eastern U.S. for 1995.

- National Tour Association -- CalTour is a principal sponsor of *Team California*, a cooperative marketing effort of California exhibitors at National Tour Association (tour operator) trade shows and meetings. In its third year, *Team California* is already considered to be the most dynamic and successful state-organized co-op marketing program at NTA. CalTour used a variety of attention-getting promotional activities to identify and draw attention of U.S. tour operators to California suppliers, essential to building tour business. Since *Team California* was started, demand among California companies to join the co-op promotion has tripled and California has become the talk of the convention. In the highest form of flattery, other states are copying Team California with their own, similarly named, teams.

### International Program

- Trade Shows and Sales Missions -- The California Division of Tourism consolidated the management of its sales mission and trade show program internally, thereby reducing participation costs by 20% to the state's travel industry and significantly increasing the number of programs conducted. However, CalTour experienced some start-up problems with aspects of this ambitious program in Canada and Japan.
- Australia/New Zealand Destination Seminars -- Nearly 2,800 Australian and New Zealand travel agents and tour operators were educated about California at the USTTA Australia/New Zealand Destination Seminars in Auckland, Melbourne, Sydney, Brisbane, Perth and Adelaide. The seminars are the most effective and cost efficient method of communicating with the Australia/New Zealand market, which sent 366,000 visitors to California in 1993.
- Canadian Sales Mission -- Educational seminars and trade shows were provided to 635 Canadian travel agents, tour operators and media through a California Sales Mission organized to Toronto, Montreal, Calgary and Vancouver. The CalTour sales mission included 26 California destinations, attractions, hotels and transportation companies.
- Canadian Consumer Promotion -- CalTour conducted its 10th annual California Dream Days consumer promotion in Canada from November through February. The promotion encourages Canadians to choose visiting California in winter, as opposed to other destinations, in order to benefit from discounts offered exclusively to Canadians at 400 to 500 California hotels, motels, bed and breakfasts, attractions, RV Parks and campgrounds, transportation and sightseeing companies, and shopping facilities. CalTour again obtained the cooperative support of Air Canada and

Canadian Airlines International, the two primary carriers of Canadian travelers to California. An additional boost to the campaign was provided by the Southern California International Marketing Group which spent \$180,000 in advertising and distribution of an additional 40,000 Dream Days discount booklets in western Canada.

- South American Sales Mission -- CalTour organized a California sales mission that met with about 6,000 Brazilian and Argentinean travel agents and tour operators at the Visit USA trade shows in Sao Paulo and Buenos Aires. Travel from these South American countries is literally exploding as new airline routes between California and South America proliferate. Last year, approximately 300,000 South Americans visited California, with the majority coming from Argentina and Brazil. Travel agent interest in California was higher at these events than for any other state in the U.S.
- Brazilian Fam Tour/So. Cal. -- In cooperation with the Visit USA office in Sao Paulo and Varig Airlines, CalTour coordinated a familiarization tour of Southern California destinations for 14 influential Brazilian travel agents and tour operators. Featured destinations were Newport Beach, Anaheim, Laguna Beach and Costa Mesa.
- Brazilian Fam Tour/Central Coast -- CalTour organized a familiarization tour for 33 Brazilian tour operators and media to: Los Angeles, Santa Monica, Solvang, Carmel, Monterey, Santa Cruz, Yosemite and San Francisco.
- Pow Wow Europe -- CalTour met with 60 pre-scheduled European travel agents and tour operators (the maximum number available) at Pow Wow Europe, as well as numerous other drop-by meetings. This scaled-down version of the Discover America Pow Wow (which is held annually in the U.S.) allows smaller European buyers (who cannot attend the U.S. Pow Wow) to meet one-on-one with representatives from U.S. destinations, hotels, attractions, transportation companies, and others. CalTour's participation at this show is critical, as few California companies are able to attend and thus influence emerging European travel agencies.
- World Travel Market -- CalTour organized what a major California convention and visitors bureau termed, "one of the highest impact travel trade programs (conducted) on behalf of the state and its participants... ever seen" at the World Travel Market in London. Considered the largest English-speaking travel trade exhibition in the world, World Travel Market is the premiere business venue to develop tourism trade with the United Kingdom and other European countries. CalTour organized the participation of 22 California companies including attractions, hotels, destinations and transportation companies in its exhibition area. Virgin Holidays and Virgin Atlantic Airlines were obtained by CalTour to help underwrite the costs of California's exhibit, which was recognized as among the top three in the entire Pavilion and received heavy traffic throughout the show. CalTour met with approximately 500 travel buyers from the UK, continental Europe, the Middle East and South Africa, as well as 40 travel trade and consumer journalists. In addition, an undetermined number of travel buyers met with other California exhibitors in the

CalTour booth. A Hollywood-styled movie premiere was used to attract 100 top British travel agents and tour operators to an opening night reception organized by CalTour, considered to be the most effective opening day event sponsored by the State.

- British Fam Tour -- A familiarization tour for seven of the U.K.'s most productive tour operators was coordinated by CalTour with co-sponsorship by American Airlines. The Fam Tour featured San Francisco, Sonoma, Auburn, Mammoth, Lake Tahoe and Sacramento. Highlights of the tour included walking tours, helicopter tours, skiing, gold panning, wine tasting and horse and buggy rides.
- Dutch/British Airways Fam Tour -- CalTour organized a familiarization tour for 23 UK and Netherlands travel agents to Los Angeles, Hollywood, Mariposa, Vallejo, Napa and San Francisco.
- U.K. Consumer Promotion -- CalTour continued development of a major consumer promotion in the UK to stimulate British interest in touring California. The promotion will occur in May and June of 1995, with Sunkist as a cooperative partner. The relationship with Sunkist will generate \$2.5 million in additional advertising about California, including television ads and on-pack and in-store displays.
- International Representation -- CalTour hired a new firm to represent California in Germany. Similar to CalTour's representatives in Japan and the U.K., the new German rep answers consumer and trade inquiries and helps coordinate in-country sales missions and trade shows.
- Travel Trend, Frankfurt -- California's new German travel representative played a key role in facilitating appointments during Travel Trend, held in Germany's capital of tourism marketing, Frankfurt. Approximately 60 German buyers met with CalTour at this important trade show, which was made even more important, since many California companies were unable to attend.
- German Office Fam Tour -- Familiarization tours of Anaheim, Los Angeles, San Francisco, San Diego, Palm Springs, Newport Beach and the Central Coast were organized to familiarize CalTour's new German representative with selling California destinations.
- German Consumer Promotion -- CalTour conducted developmental work on a promotion that will stimulate German interest in RV tours through rural California.
- Japan/East Asia Sales Mission -- As a follow-up to the \$23 million consumer promotion that CalTour conducted throughout Japan in 1993, CalTour returned to Japan in 1994 to conduct its first sales mission there in three years and the first in Hong Kong and Taiwan in two years. Seventeen California travel industry suppliers representing destinations, attractions, transportation companies and hotels joined the

state in conducting a very ambitious schedule of ten travel trade functions and training seminars in Tokyo, Osaka, Taipei and Hong Kong. In Japan, CalTour met very successfully with incentive buyers for the first time. Incentive buyers constitute the most lucrative market for California destinations.

- Japan Super Fam -- CalTour organized a familiarization tour for four groups of Japanese tour operators, totaling 59 individuals, through San Francisco, the Central Coast, Palm Springs, Death Valley, San Diego, Los Angeles, Long Beach, Santa Monica and Anaheim. CalTour arranged the cooperating sponsorship of: USTTA, Delta Airlines, ANA, Japan Airlines and American Airlines.
- Technical Tours Manual -- a new Japanese language guide to California technical tours was published and made available to Japanese tour operators and travel agents.
- Osaka Travel Fair -- CalTour's Japan office coordinated the state's presence at the Osaka Travel Fair which attracted 4,995 consumer and trade visitors and the World Travel Fair which attracted 8,400 attendees.
- Japan Incentive Guide -- CalTour's Japan representative developed a guide to California incentive destinations for Japanese incentive groups. These large and lucrative groups have enormous financial impact. The guide is designed to inform organizers of sales incentive group trips of the variety of activities to be enjoyed on a California incentive trip. Three years ago, the California Division of Tourism had only one Japanese-language publication to distribute... a visitor map. Today, CalTour has: a map, a consumer guide, a travel trade guide, an incentive guide and a technical tours manual in Japanese.
- Visit USA Korea Fair -- CalTour was the only Californian attending the Visit USA Korea Fair in Seoul. CalTour's representative met with 265 Korean tour operators, travel agents, incentive buyers and media representatives.
- Brochure Distribution Service -- As a service to California companies that were unable to afford to attend the following consumer and trade shows, CalTour distributed the brochures and sales materials of 29 destinations, hotels, attractions, transportation companies and shopping facilities at the Visit USA Korea Fair, Osaka Travel Fair and World Travel Fair.
- International Video -- A new 10-minute video is being developed by CalTour for presentation to international travel agents and tour operators. The video is an entertaining piece designed for use in sales presentations. It shows California's diversity, depicting the state's 12 tourism regions. The video will be reproduced in English, Spanish, German and Japanese for distribution through CalTour's overseas offices.

- International Consumer Guide -- An international consumer guide, printed in German, Spanish and English is being produced by CalTour for distribution at international consumer shows. This booklet will help reduce shipping costs due to its lighter weight than the current English-language consumer guide. It also provides travel planning information more relevant to overseas travelers.
- International Travel Trade Fulfillment -- Requests for tourism publications and information about California were sent to the international travel trade from CalTour's Sacramento offices.
- Southern California International Marketing Group -- The services of CalTour's ad agency and marketing agency were employed to assist several major Southern California attractions and destinations to develop co-operative regional marketing campaigns in Canada and Mexico.
- World Cup -- CalTour responded to travel trade inquiries about World Cup '94 and ticket and hotel booking procedures, both to provide assistance and to assure that California's visitors and industry were treated fairly.
- Huddle West -- CalTour participated in this annual trade show that reaches travel agents and tour operators who concentrate on selling trips through the western U.S.
- La Cumbre -- Interest in California has grown dramatically in the past four years that CalTour has exhibited at this important South America-focused trade show. CalTour had a full schedule of 40 pre-scheduled appointments and 25 walk-ins. An additional 15 California companies exhibited at La Cumbre. Four years ago, California had few appointments and was joined by only four other California exhibitors.
- ITB -- CalTour organized a California presence of 18 suppliers this important German travel trade show. CalTour met with 150 buyers in pre-set appointments, the maximum available.
- Expo Vaccaciones -- CalTour led a delegation of 40 California suppliers to Mexico to exhibit at its largest international trade show. 1,200 travel agents visited the CalTour booth in Mexico City with 125 top Mexican tour operators feted by the California delegation at a VIP reception organized by CalTour. The group continued to Guadalajara, where it presented a special educational program to 120 Mexican travel agents and tour operators.
- Visit USA Center Madrid and Brussels -- California travel information was distributed to Spanish and Dutch travelers by CalTour through these centers.

- Foreign Language Brochures -- CalTour reprinted its foreign language brochure/map for distribution at international trade shows and sales missions. The brochure is printed in English, German, French, Spanish, Portuguese, Japanese, Chinese and Korean.
- Tour Shells -- Artwork for tour operator “shell folders” was created. With this artwork, tour operators can create California sales materials that look customized and which help better promote special group tours to California.

### Media Relations

- CalTour organized the state’s first tourism media blitz to New York City. This trip included 19 California destinations and attractions who met with 89 New York area editors and travel writers. The CalTour event, planned many months in advance, coincidentally occurred a day after the Northridge earthquake. Nevertheless, the timing was fortuitous, as the California delegates were able to impress upon the New York media that very few tourism facilities were affected by the quake and that California has many new tourism facilities to offer. Due to the success of this program, CalTour will lead a second media blitz to New York and Chicago, February 6 - 10, 1995. The California delegation includes representatives from 25 destinations, attractions, sightseeing companies and resorts.
- Group press trips were organized in cooperation with USTTA and United Airlines for French journalists (San Francisco and North Coast); in cooperation with USTTA and Air Canada for Canadian journalists (San Francisco, Sacramento and Redding); and in cooperation with Virgin Atlantic Airways for United Kingdom journalists (San Francisco, Central Coast and Pasadena).
- Individual press trips were organized throughout California for domestic travel writers and journalists from Spain, Germany, Canada, United Kingdom, Brazil, and France.
- Editorial visits were made with media in London, New York, Chicago, Los Angeles, San Francisco, and with members of the Society of American Travel Writers at their annual convention.
- Approximately 600 journalists were assisted with information for travel articles on California.
- Each quarter, a major roundup press release called, “What’s New in California,” was sent to some 700 national and international travel writers and editors.
- Four major features about California were sent to travel writers and publications throughout the U.S.



- Four editions of *Insights*, a newsletter which informs California travel companies and destinations on how they can take greater advantage of CalTour's services and programs were written and distributed to approximately 5,000 organizations and individuals.
- Twenty press releases were distributed to the travel media about CalTour programs, publications, promotions and research findings.